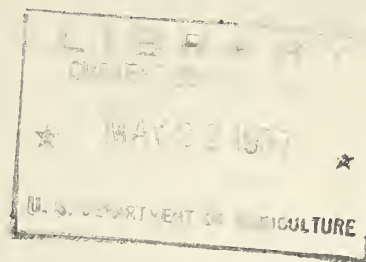


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Consumer Purchases of Selected FRUITS AND JUICES



in FEBRUARY

1957



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN FEBRUARY 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

U. S. household consumers purchased a larger volume of frozen concentrated juices in February 1957 than in either the preceding month or in February 1956. The increase over February 1956 reflected larger average purchases by those families buying; the proportion of families buying was lower.

Purchases of frozen orange concentrate, which comprised about 90 percent of all frozen concentrated juices, were up about 3 percent from February 1956. Prices paid were the lowest since July 1955.

Chilled orange juice purchases were down slightly from January 1957 as a result of smaller average purchases per buying family.

Purchases of single-strength orangeade in February 1957 were up from both the preceding month and February 1956, but purchases of shelf pack orangeade and frozen lemonade were both down from those two periods.

A greater quantity of single-strength juices was purchased by consumers in February 1957 than in either the preceding month or in February 1956. The increase over a year earlier was primarily due to larger purchases of tomato and "other" juices not individually reported. These gains more than offset reduced purchases of orange, grapefruit, and prune juices.

Purchases of fresh oranges, lemons, and grapefruit in February 1957, although greater than in the preceding month, were down from February 1956. Purchases of tangerines were down from both the preceding month and from February a year earlier. The smaller volume of fresh citrus fruit bought in February 1957 compared to February 1956 was the result of declines in the proportion of families buying. Prices paid for oranges were down in February 1957 from a year earlier, but prices were higher for grapefruit, lemons, and tangerines.

Frozen juices, refrigerated juices, and ades: Household consumers purchased about 5.2 million gallons of frozen concentrated orange juice in February 1957, an increase of 3 percent over February 1956. (Fig. 4) The greater volume of purchases resulted primarily from the 10 percent increase in the average quantity bought per buying family, as the proportion of families buying declined from 30.3 percent to 28.3 percent. Prices paid in February 1957 were the lowest since July 1955. (Table 1)

Frozen concentrated grapefruit juice was purchased by only 1 percent of U. S. families in February 1957. Data are not available for a year earlier. Since October 1956, when reporting was resumed for this product, the proportion of families buying frozen concentrated grapefruit juice has ranged from 0.9 to 1.3 percent.

Purchases of frozen concentrated juices other than orange in February 1957, were down about 6 percent from February 1956. "Other" frozen concentrated juices constituted about 10 percent of total purchases of frozen concentrated juices in February 1957, slightly less than in February a year earlier.

Consumer purchases of chilled orange juice during February 1957 were down slightly from the preceding month. This was the first time, since this series was begun in October 1956, that purchases during the month being reported failed to exceed those of the preceding month. The lower volume of purchases was due to the 10 percent decrease in the average quantity bought per buying family; the proportion of families buying increased.

Nearly 8 percent more single-strength orangeade was purchased by consumers in February 1957 than in February 1956. (Fig. 5) The volume of purchases increased as a result of a larger proportion of families buying the product, as those buying purchased smaller quantities than in February a year earlier. Prices were up slightly.

Purchases of frozen concentrated lemonade were down slightly from February 1956, due to the decrease in the proportion of families buying the product. (Table 1)

Less than 1 percent of the Nation's families purchased shelf pack orangeade, frozen concentrated orangeade, shelf pack lemonade, and frozen single-strength lemon juice in February 1957.

Canned juices and fruit: Consumers' purchases of single-strength orange juice in February 1957, while up from the preceding month, were 11 percent below February 1956. (Fig. 6) This decline was due to the effects of a smaller proportion of families buying the product, as those buying purchased a slightly larger average quantity. Prices paid were up by nearly 1 cent per 46 ounce can from February 1956.

Purchases of single-strength grapefruit juice in February 1957 were up from the preceding month, but down about 8 percent from February 1956. (Fig. 6) The drop in purchases reflected a decrease in both the proportion of families buying and in the average quantity bought per buying family. Prices paid for grapefruit juice were up more than 3 cents per 46 ounce can from February 1956. (Table 2)

Consumer purchases of single-strength lemon juice increased slightly over February 1956. Prices paid were almost unchanged.

Purchases of prune juice were down slightly from the preceding month and were about 5 percent smaller than in February 1956. The average quantity purchased per buying family was about 12 percent greater than in February a year earlier. However, this increase was more than offset by a decrease from 9.1 to 7.6 percent in the proportion of families buying. Prices paid were up 0.4 cent per 32 ounces from February 1956.

More tomato juice was purchased by householders in February 1957 than in any month since November 1955. The greater volume of purchases resulted from an increase in the proportion of families buying, as the average quantity bought per buying family dropped slightly. Prices paid averaged 27.4 cents a 46 ounce can--fractionally lower than in February 1956.

Purchases of "other" single-strength juices -- those not individually reported in this series -- were up 10 percent from February 1956. About 41 percent of total single-strength juices purchased were "other" juices in February 1957, compared to 38 percent in February 1956. (Table 2)

Consumer purchases of grapefruit sections were down about 7 percent from January 1957, reflecting decreases in both the proportion of families buying and in the average quantity bought per buying family. Data are not available for a year earlier. (Table 2)

Fresh fruit: Household purchases of California-Arizona oranges were 14 percent below February 1956, reflecting decreases in both the proportion of families buying and in the average quantity purchased per buying family. Prices paid were 2.6 cents per dozen higher than a year earlier. (Fig. 8)

Purchases of Florida oranges in February 1957 were down about 8 percent from February 1956. The decrease was due to the effects of a smaller proportion of families buying, as those buying purchased a slightly larger average quantity. Prices were 2 cents per dozen lower. (Table 3)

Purchases of Florida and unidentified fresh grapefruit were down 19 and 24 percent respectively from February 1956. Fewer families bought and those buying purchased a smaller average quantity. Prices paid for Florida and unidentified grapefruit were up 7.3 and 8.9 cents per dozen respectively from a year earlier. (Table 3)

Purchases of California-Arizona grapefruit, which comprised about 10 percent of total grapefruit purchases during February 1957, were up about 36 percent from February 1956. (Fig. 8) Both the proportion of families buying and the average quantity purchased per buying family were up from February 1956. Prices paid were 8.6 cents per dozen lower.

About 220,000 boxes of fresh lemons were purchased by consumers in February 1957, a decrease of 9 percent from February 1956, and the smallest February volume of purchases since 1952. The decline reflected a smaller proportion of families buying. Prices paid were up 2.8 cents per dozen from a year earlier.

Purchases of fresh tangerines during February 1957 were down about 31 percent from February 1956, but cumulative purchases in the 4 month period November 1956-February 1957 were only 2 percent below purchases in the comparable period a year earlier.

Tangerines were bought by a smaller proportion of families in February 1957 than a year earlier, with those buying purchasing smaller average quantities. Prices paid were nearly 4 cents per dozen higher. (Table 3)

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, February 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase				
					1957	1956	1957	1956		1957	1956
	Percent	Percent	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen concentrated juices											
Orange.....	28.3	30.3	5,166	5,012	2.2	2.2	21.6	19.7	6	16.0	16.7
Grapefruit.....	1.0	1/	81	1/	1.3	1/	16.3	1/	6	14.0	1/
Other concentrates.....	2/	2/	518	639	2/	2/	13.6	15.5	6	17.9	14.8
Total.....	30.1	32.3	5,765	5,651	2.4	2.4	20.4	18.8			
Refrigerated juice											
Chilled orange juice.....	3.6	1/	1,650	1/	3.1	1/	38.5	1/	3/	35.7	1/
Concentrated ades											
Frozen											
Lemonade.....	1.9	2.2	161	163	1.5	1.3	14.6	15.0	6	14.4	14.8
Shelf-pack											
Orangeade.....	4/	1.2	4/	113	4/	1.7	4/	14.3	6	4/	16.3
Single-strength ade											
Canned orangeade.....	3.2	3.0	409	379	1.7	1.7	65.9	69.4	46	27.9	27.6

- 1/ Data not obtained for this period.
2/ Information not available.
3/ Per equivalent quart.
4/ Too few purchases reported for analysis.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, February 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956		1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.0	2/	260	2/	1.3	2/	39.0	2/	3/ 16	18.1	2/
Canned juices											
Orange.....	9.1	10.6	956	1,077	1.7	1.7	55.1	54.5	46	34.0	33.1
Grapefruit.....	8.1	8.7	939	1,025	1.5	1.6	66.8	65.5	46	27.9	24.8
Lemon.....	2.0	1.9	38	37	1.2	1.2	13.8	14.7	5 ½	12.6	12.5
Prune.....	7.6	9.1	686	719	1.9	1.8	40.5	38.2	32	32.8	32.4
Tomato.....	18.2	17.6	1,811	1,659	1.5	1.6	56.9	53.6	46	27.4	27.6
Total 4/.....	47.7	49.2	7,534	7,339	2.6	2.6	52.1	50.6			

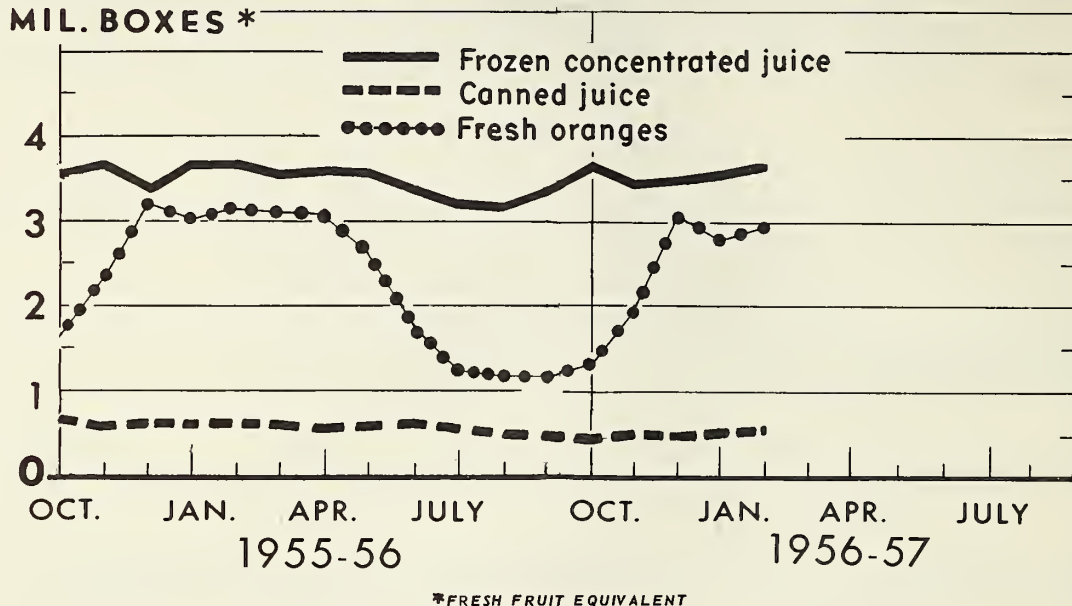
- 1/ Equivalent cases of No. 2 cans--432 ounces per case.
2/ Data not obtained for this period.
3/ Net weight 1 lb. (No. 303 can).
4/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, February 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	20.5	22.6	1,024	1,191	1.7	1.8	11.5	11.5	50.6	48.0
Florida.....	18.8	20.4	1,294	1,399	2.0	2.0	14.2	13.6	38.2	40.2
Unidentified.....	10.3	11.5	461	462	1.6	1.5	11.6	10.8	41.7	44.0
Total 1/.....	43.7	46.2	2,944	3,142	2.1	2.2	12.9	12.3	42.4	43.7
Grapefruit										
California-Arizona.....	3.3	3.1	243	179	1.5	1.5	7.1	5.7	65.0	73.6
Florida.....	19.7	23.3	1,343	1,659	1.9	2.0	5.7	5.6	82.9	75.6
Unidentified.....	8.4	10.1	404	528	1.4	1.4	5.4	5.8	80.6	71.7
Total 1/.....	31.8	35.1	2,407	2,672	1.9	2.0	6.1	5.8	76.1	73.4
Lemons.....	17.2	19.3	220	242	1.5	1.5	6.0	5.9	49.1	46.3
Tangerines.....	6.8	8.3	302	435	1.4	1.4	11.4	12.9	35.2	31.3

- 1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

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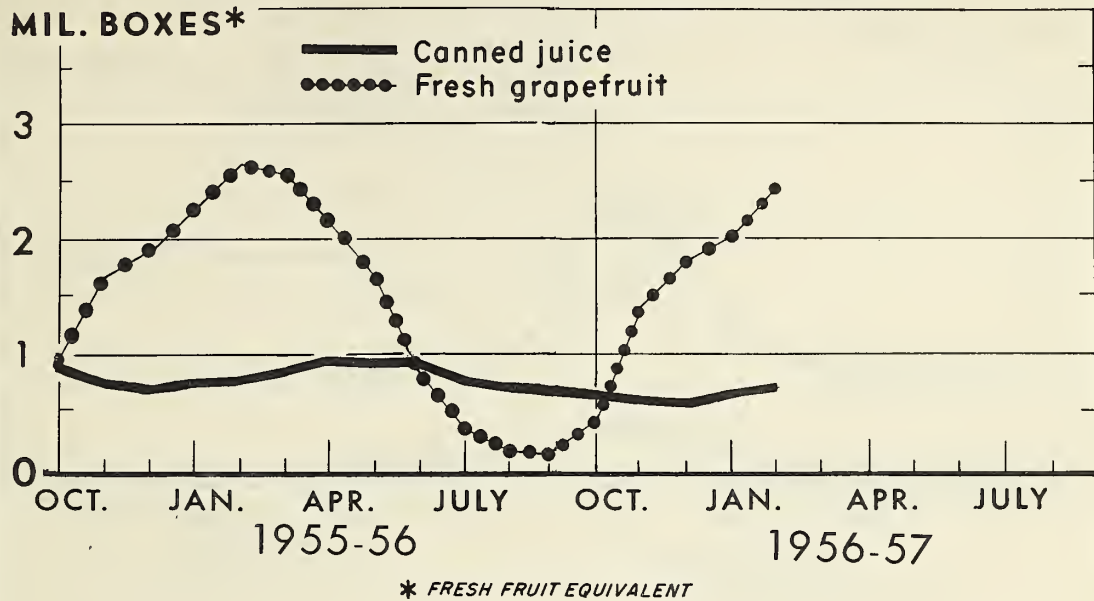
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,068	8,020	11,360	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....	2,944	3,142	3,689	3,649	566	645	7,199	7,436
March.....		3,126		3,569		612		7,307
October-March 1/.....		18,166		23,406		4,155		45,727
April.....		3,055		3,603		578		7,236
May.....		2,617		3,565		602		6,784
June.....		1,726		3,390		610		5,726
October-June 1/.....		26,041		34,916		6,078		67,035
July.....		1,268		3,201		534		5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

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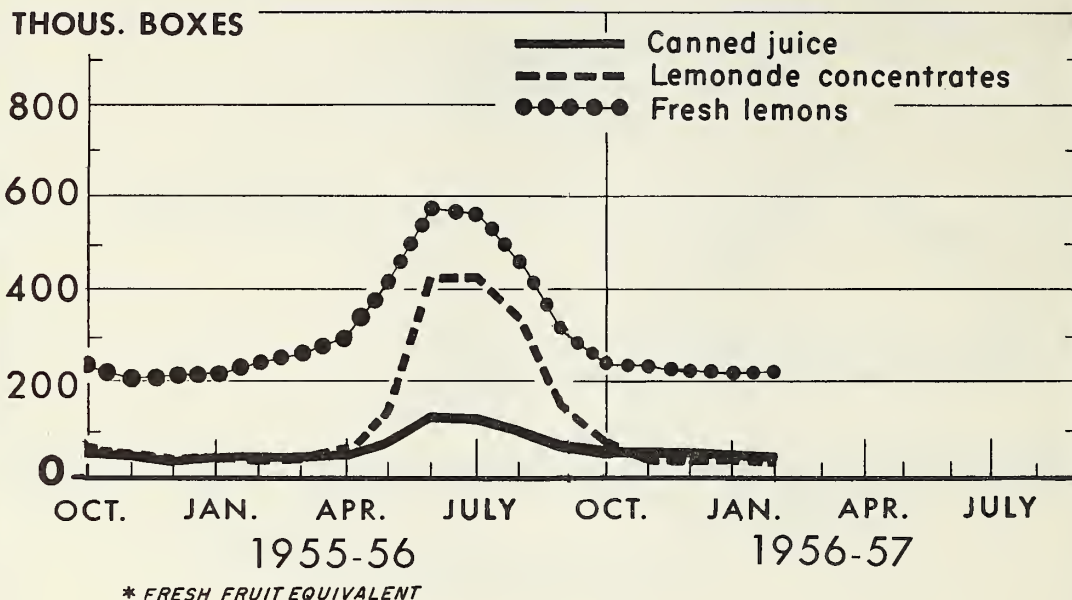
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	502	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,460
March.....		2,543		857		3,400
October-March 1/.....		13,370		5,006		18,376
April.....		2,165		940		3,105
May.....		1,668		926		2,594
June.....		860		940		1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

INEG. 3778-57 (4) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....		261		42		37		40		343
October-March 3/.....		1,492		262		236		255		2,009
April.....		288		46		58		59		393
May.....		416		71		135		138		625
June.....		573		124		410		425		1,122
October-June 3/.....		2,876		523		894		937		4,341
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

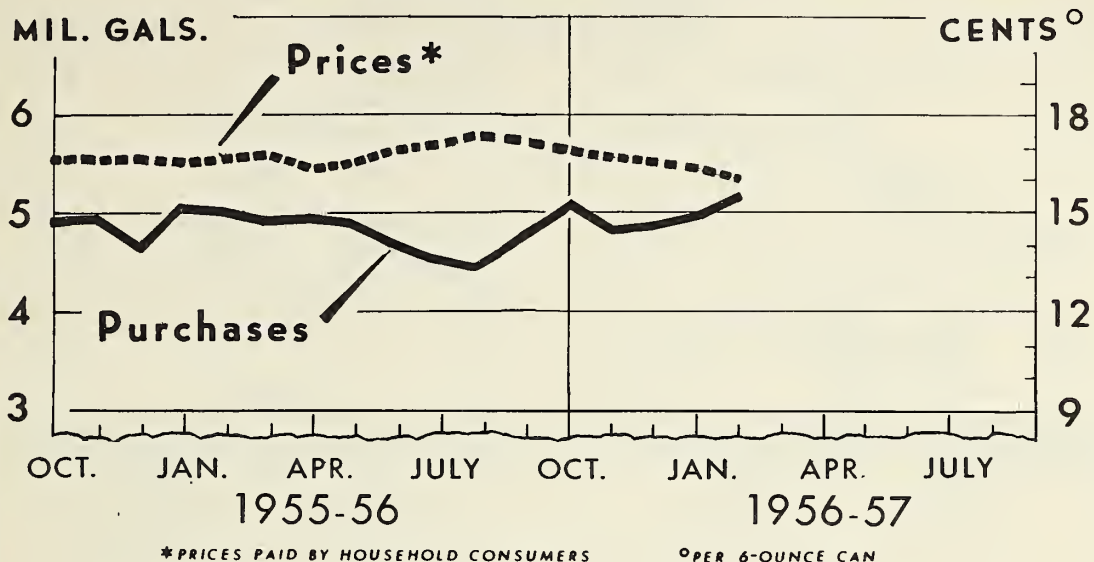
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

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Figure 4

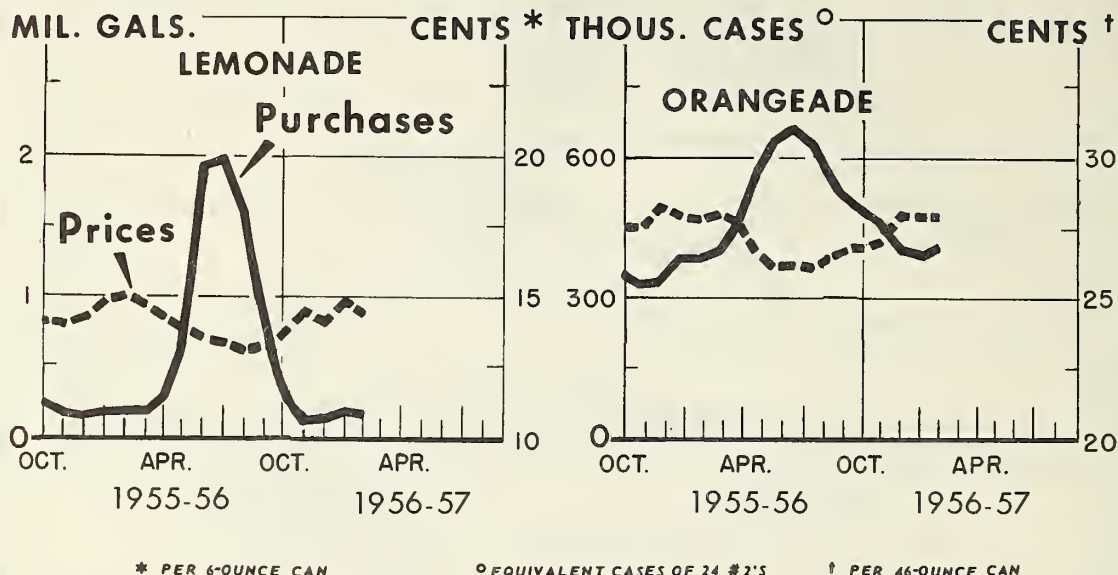
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....	5,166	5,012	16.0	16.7
March.....		4,903		16.8
October-March 1/.....		32,216		
April.....		4,970		16.4
May.....		4,917		16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (4) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

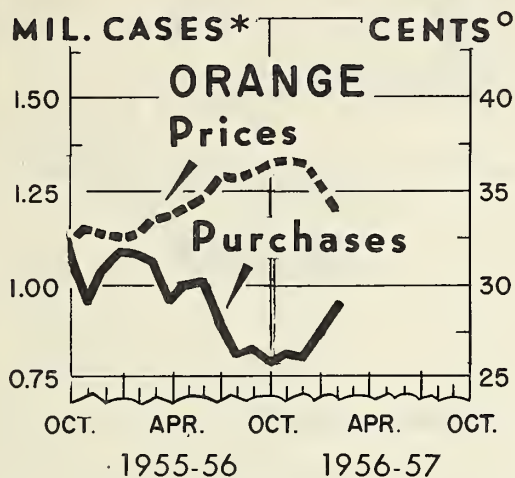
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	per 6 oz. can		per 46 oz. can					
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....		177		14.7		393		28.0
October-March 2/.....		1,121				2,348		
April.....		273		14.2		446		27.6
May.....		640		13.8		563		26.7
June.....		1,942		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

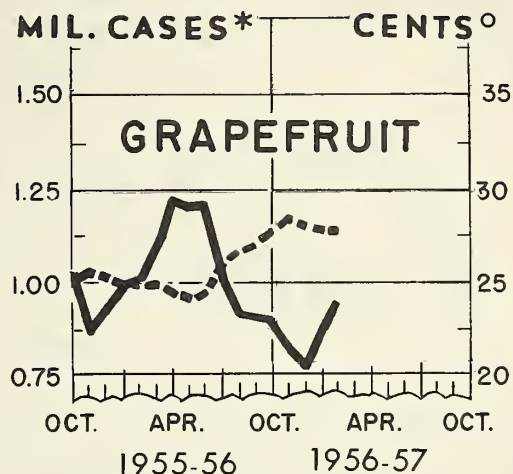
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

INEG. 3781-57 (4) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can ¹		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	1,021		33.5		1,114		24.8	
October-March 2/.....		6,801				6,439		
April.....		960		33.5		1,223		24.5
May.....		1,000		34.2		1,204		24.4
June.....		1,013		34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

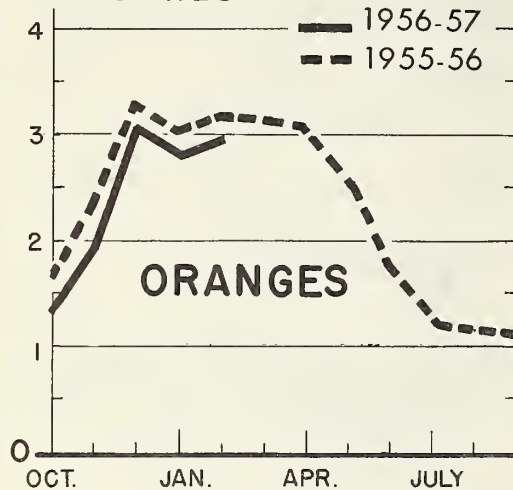
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

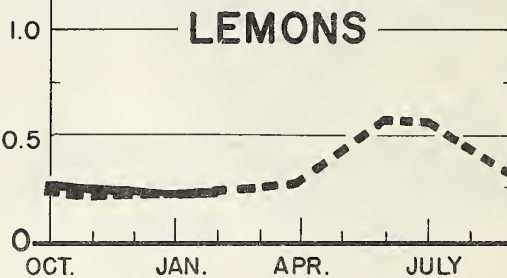
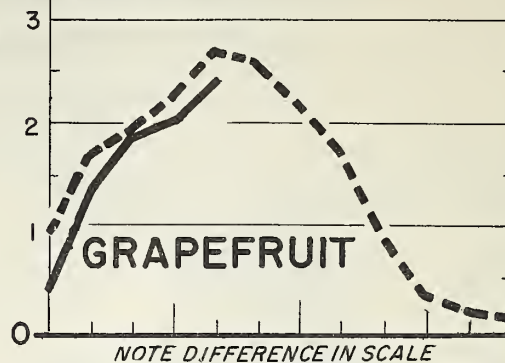
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3782-57 (4) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....		3,126		44.9		2,543		76.0		261		44.6
October-March 1/.....		18,166				13,370				1,492		
April.....		3,055		45.8		2,165		81.1		288		42.5
May.....		2,617		51.5		1,668		91.3		416		40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		26,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

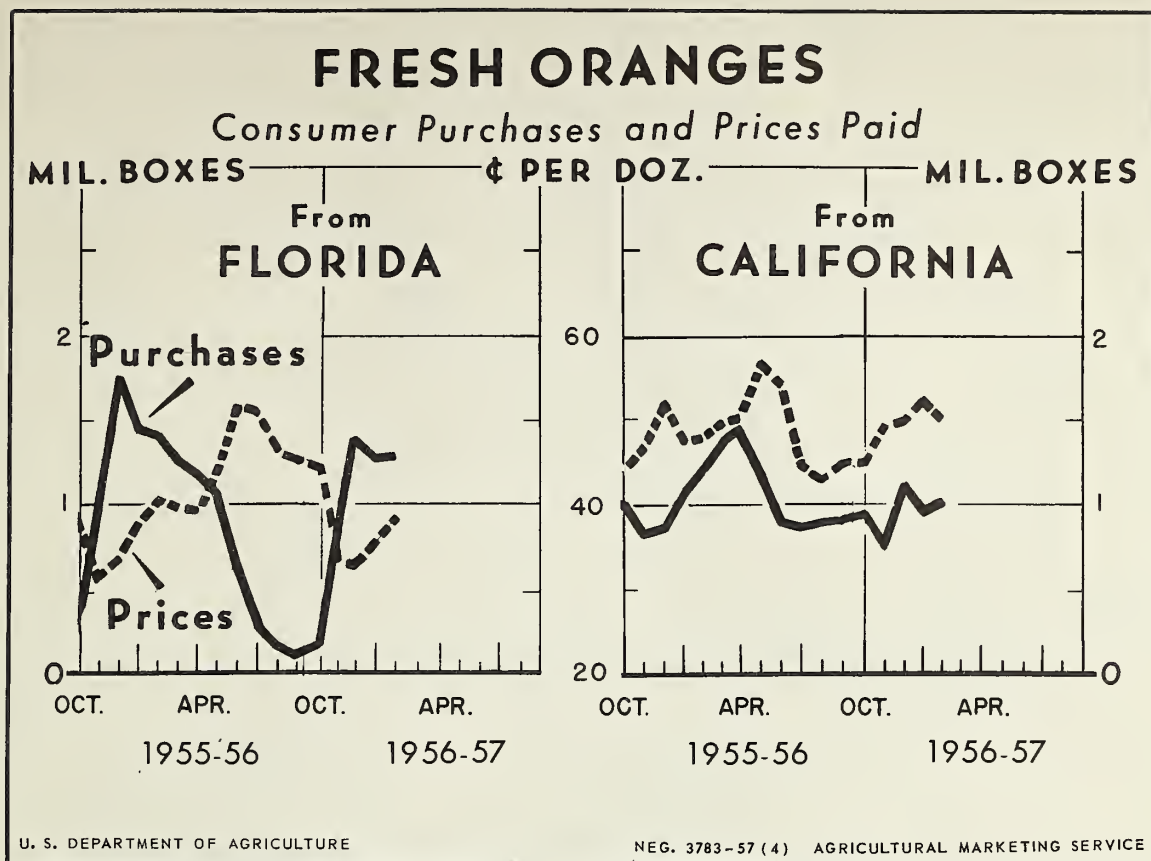


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,261	1,261		39.6	1,384	1,384		49.8
October-March 1/.....		8,070				6,944		
April.....		1,186		39.7		1,458		50.3
May.....		1,065		44.5		1,190		56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

